FOR: Members, Tobacco Institute and TIRC

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TOBACCO NEWS SUMMARY
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(Editor's Note: Many stories appeared each day in California-area newspapers on the proceedings of the symposium, "Man and His Environment--The Air We Breathe." A few of these stories, wire service stories and the TIME magazine article are summarized here.)

MAGAZINES

1. TIME. January 25, 1960 (p.64). "Smoking & Cancer (Contd.)."

In its opening paragraph, TIME says:

> After years of bombarding each other with flat denials and unflattering recriminations, the two sides in the smoking-and-lung-cancer controversy came close to sense-making agreement last week. Previously, evidence has usually been offered at one-sided meetings -- either by those who indict heavy cigarette smoking as the principal cause or by those who put the blame for lung cancer's explosive increase on general atmospheric pollution. Last week authorities from both schools met in San Francisco under auspices of the University of California; the Tobacco Industry Research Committee put up $28,000 toward expenses.

Papers reported are those of Dr. David F. Eastcott, a New Zealand general practitioner, and Dr. Paul Kotin, of the University of Southern California. TIME's observation is that Dr. Kotin, like Dr. Eastcott, "...also plumped for multiple causation...." of lung cancer. "The researchers still differed in their theories of sequence," TIME adds, "Dr. Eastcott thought British air pollution sets the stage for smoking to damage the lungs and perhaps lead to cancer while Dr. Kotin thought smoking sets the stage for the air pollution villain...."

About other matters discussed by conference participants, TIME says of one: "As for the difference in lung-cancer death rates between men and women (which the tobacco industry maintains is far greater than the difference in their cigarette consumption), the American Cancer Society's Dr. E. Cuyler Hammond suggested that men are more exposed to industrial fumes and dusts.

NEWSPAPERS

2. "Emphasis Disputed in Cancer Findings." THE NEW YORK TIMES. January 19, 1960.

San Francisco (AP) -- Views expressed at a news conference by Drs. Joseph Berkson and E. Cuyler Hammond are reported. Dr. Berkson charged that the real findings in two surveys linking smoking and lung cancer were misrepresented by propagandists; the cancer angle was played up, he said, while other findings indicating that smoking was a much greater factor in heart-disease deaths and a minor factor in several other diseases were virtually ignored.

"Dr. E. Cuyler Hammond, co-author of one of the surveys, agreed that his findings had shown that increasing cancer deaths among smokers were 'a relatively minor part of the total impact of smoking on over-all death rates'...."

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Source: https://www.industrydocuments.ucsf.edu/docs/gzvm0000

3. "Lung Cancer Figures False, UC Meet Told." SAN FRANCISCO (CALIF.) EXAMINER. January 19, 1960.

"The popular idea that cigaret smoking is a major cause of lung cancer arose out of a 'reprehensible and socially irresponsible propaganda campaign,' a Mayo Clinic physician charged," EXAMINER Science Editor John F. Allen writes of Dr. Joseph Berkson's comments during "a press conference debate with Dr. E. Cuyler Hammond, the American Cancer Society's statistical director and author of the major study linking smoking and lung cancer...."

Allen adds "On one point the two men were agreed: that the statistics had been misused to give the impression that lung cancer accounts for most of the deaths due to smoking."

He quotes Dr. Berkson as saying that statistics gathered by the American Cancer Society are probably "completely spurious," and, if they have any validity at all, they show that the major effect of heavy cigaret smoking is a sharp increase in deaths from heart attacks. "But, he said, because the statistics were gathered with lung cancer in mind, they have been deliberately and wrongly used -- with 'Madison Ave. techniques' -- to play up that facet and ignore others...."

"Doctor Hammond," Allen adds, "maintained first that his statistics are valid, and second that he always had been careful to point out that heart attack deaths far outnumbered lung cancer deaths among smokers. He attempted to fix the blame for the over-emphasis on lung cancer on the way the story of his statistics was played up by news media...."

4. "Polluted Air Called Lung Cancer Cause." NEW YORK WORLD-TELEGRAM AND SUN. January 16, 1960.

San Francisco (AP) -- "A massive 10-year study of people in New Zealand has yielded plain evidence that polluted air is a cause of lung cancer," this wire service article says in giving many details of Dr. David F. Eastcott's report.

5. "Air Pollution 'a Major Cause' -- Study of Immigrants Gives Lung Cancer Clue." SAN FRANCISCO CHRONICLE. January 16, 1960.

Reporter David Perlman writes of Dr. Eastcott's paper, "A searching new study of population and disease offers 'ample evidence' that air pollution is a major cause of lung cancer...."

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